

Depilatories in Georgia

Market Direction | 2023-05-09 | 17 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In 2022, Georgian consumers returned to pre-pandemic lifestyles as the threat and concern surrounding COVID-19 reduced. As a consequence, many consumers spent increased time outside of the household. This boosted the demand for depilatories, with consumers increasing their grooming habits in line with their return to socialising. Women's razors and blades drove retail volume sales growth of depilatories, with these products offering the greatest assortment of goods, being widely available in mod...

Euromonitor International's Depilatories in Georgia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Depilatories market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

List Of Contents And Tables

DEPILATORIES IN GEORGIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

The return to socialising and events boosts growth for depilatories in 2022

Hair removal services in salons challenge retail volume growth for depilatories

International players retain the lead, offering brands with positive reputations

PROSPECTS AND OPPORTUNITIES

Rising health awareness boosts the use of natural ingredients in depilatories

Rising price sensitivity and use of professional salons challenges forecast growth

Growing competition will facilitate the launch of more affordable brands

CATEGORY DATA

Table 1 Sales of Depilatories by Category: Value 2017-2022

Table 2 Sales of Depilatories by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Depilatories: % Value 2018-2022

Table 4 LBN Brand Shares of Depilatories: % Value 2019-2022

Table 5 Forecast Sales of Depilatories by Category: Value 2022-2027

Table 6 Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN GEORGIA

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 7 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 12 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 13 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 14 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 15 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Depilatories in Georgia

Market Direction | 2023-05-09 | 17 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-25
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com